

Message Text

UNCLASSIFIED

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15

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

----- 061569

R 130930Z AUG 74 ZFG

FM AMEMBASSY KUALA LUMPUR

TO SECSTATE WASHDC 7708

INFO USDOC WASHDC

AMEMBASSY MANILA

AMEMBASSY SINGAPORE

UNCLAS KUALA LUMPUR 3844

EO 11652: N/A

TAGS: BEXP, MY

SUBJ: ANALYTICAL AND LABORATORY INSTRUMENTS CATALOG SHOW

REF: STATE A-9166 SEPTEMBER 9, 1972

FOLLOWING DATA ON SUBJECT SHOW AS REQUIRED BY REFAIR:

1. NAME OF EXHIBITION: ANALYTICAL AND LABORATORY INSTRUMENTS
CATALOG EXHIBITION.

2. PLACE AND DATES OF EXHIBITION: FEDERAL HOTEL, KUALA
LUMPUR, AUGUST 5-8, 1974.

3. NUMBER OF FIRMS SUPPLYING CATALOGS: 148

4. NUMBER OF VISITORS:

A. REGISTERED: 102

B. TOTAL : 290

5. NUMBER OF TRADE INQUIRIES DEVELOPED (CATALOGS REQUESTED):
1,144.

6. NUMBER OF EXHIBITING FIRMS RECEIVING TRADE INQUIRIES: 146

7. COMMENTS: RESPONSE TO SHOW WAS MUCH HIGHER THAN
ANTICIPATED, ALTHOUGH MORE THAN 300 INVITATIONS SENT OUT,
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NEWSPAPER ADVERTISING AND PRESS INTERVIEWS BROUGHT IN

DOCTORS AND LAB TECHNICIANS UNREACHABLE THROUGH OTHER MEANS.
COMMENTS BY PROFESSIONALS ATTENDING SHOW HIGHLY COMPLEMENTARY,
BOTH FOR VARIETY AND QUALITY OF CATALOGS. EMBASSY HIGHLY
PLEASED BY ATTENDANCE AND REACTION; SOME VISITORS RETURNING
FOR SECOND OR THIRD TIME.

8. WE AGREE WITH SENTIMENTS OF SINGAPORE'S 3216 THAT A
TECHNICALLY ORIENTED INDUSTRY REPRESENTATIVE WOULD HAVE BEEN
MORE SUITABLE. APPOINTMENTS SET UP IN ADVANCE FOR MR. DAVIS
EVERY 30 MINUTES FOR DURATION SHOW TENDED TO BE SHORT INTERVIEWS.
ALSO BELIEVE PRESENTATION THIS TARGET AUDIENCE; WE DISCOUNTED
SHOWING IT THIRD DAY SINCE VISITORS QUESTIONED ITS VALUE.
AS FILLER WOULD HAVE BEEN FINE, BUT INVITEES EXPECTED
SOMETHING SUBSTANTIVE ON INSTRUMENTS.

8.A. THROUGH WASHINGTON ERROR FLIGHT SCHEDULING, DAVIS HAD
TO LEAVE KUALA LUMPUR MORNING AUGUST 8 BEFORE CONCLUSION SHOW,
LEAVING EMBASSY STAFF FIELD VISITORS QUESTIONS. SHOW HELD
OPEN EXTRA HOUR AUGUST 8 DUE FLOOD LAST MINUTE VISITORS, SOME
WANTING SEE INDUSTRIAL SPECIALIST. BUT ALL IN ALL, VERY
SUCCESSFUL, SATISFYING EXHIBITION.
UNDERHILL

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NNN

Message Attributes

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